

## PURPOSE

The purpose of this policy is to inform all Michigan Department of Health and Human Services (MDHHS) employees of the process regarding the use of social media by the department.

## DEFINITIONS

**Social media** refers to any online social platform used for distributing messages, photos, links, or information to the public. This does include but is not limited to Facebook, Twitter, YouTube, Instagram, Flickr, Pinterest, Google+, Tumblr, WordPress, and more.

## POLICY

### Social Media Posts

It is the policy of the MDHHS that all social media posts coming out from the department must be presented on the State of Michigan Official MDHHS pages.

### Social Media Accounts, Pages and Groups

Individual bureaus, programs, and divisions may request approval to create their own accounts. The program would have to create and present a proposal to the MDHHS Communications Office that entails why a separate social media page is necessary, the strategy for a separate page including ensuring it is appropriate and monitored at all times, goals for having a separate social media page, and a content outline. The same things would be required for all social media platforms requested including Facebook, Twitter, YouTube, etc.

Facebook closed groups or pages that represent the department in any way – discuss department policy or opinions, include customer information, etc. – are not permitted.

[See also, DTMB's Acceptable Use of Information Technology \(former Ad Guide 1460.00\), Section C. Social Networking.](#)

## REFERENCES

The Official MDHHS Facebook page can be found online at [www.facebook.com/michiganhhs](http://www.facebook.com/michiganhhs).

The Official MDHHS Twitter page can be found online at [www.twitter.com/michiganhhs](http://www.twitter.com/michiganhhs).

The Official MDHHS YouTube page can be found online at  
[www.youtube.com/michiganhhs](http://www.youtube.com/michiganhhs).

The MDHHS-5402, Social Media Request, is available on the  
MDHHS intranet at  
<http://inside.michigan.gov/dhs/Tools/Forms/Pages/default.aspx>

## **CONTACT**

For additional information, please contact the MDHHS  
Communications office at 517-241-2112.